

DCFA Program Price Surveys

Spring 2003

Tab A	Marina Survey
Tab B	Marina Fee Increase Issues
Tab C	Rental Center
Tab D	Pools
Tab E	Bowling
Tab F	Bowling - Snack Bar
Tab G	RV Storage
Tab H	RV Travel Park

2003 Pricing Survey

Program: Marina

	MLW	SLIP TYPE	FUEL	SHOWERS	LAUNDRY	RESTAURANT	PUMP OUT	ICE	BEER	BAIT	MARINE SUPPLIES	HAUL-OUT	LAUNCH RAMP	SLIP FEE	REMARKS
○ ON PREMISES ☑ NEARBY Rates on per/foot basis															
MILITARY MARINAS															
OPCM	12'	Both	○	○	○	○	○	○	○	○	○	○	○	\$4/yr \$4.50/mo	Indoor maintenance area & wet slip
LAFB	3'	Fixed	☑			○		○	○	○	○		○	\$2.75/yr	Facility needs extensive repairs. Dredging
NAVAL AMPHIB BASE	8'	Both	○	○	○	☑	○	○	○	○	○	☑	○	\$3.25/yr	
NAVAL STATION	8'	Both		○	☑	☑	○	☑	☑	○	☑	☑	○	\$3.00/mo/yr \$3.25/ft/yr	Sailing center
PENINSULA MARINAS															
SALT PONDS	9-12'	Floating	○	○	○	○	○	○	○	☑	☑	☑	☑	\$5.50/yr \$6.00/mo	Metered electric
SOUTHALL LANDING	8'	Fixed	☑	○	☑	☑	○	○	☑	○	☑	☑	☑	\$5.00/yr \$5.50/mo	Residential
BLUEWATER	8'	Floating	○	○	○	○	○	○	○	☑	○	○	○	\$5.00/yr \$6.00/mo	Metered electric
HAMPTON YACHT CLUB	8'	Fixed	☑	○	☑	○	○	○	○	☑	☑	☑	○	\$3.21+ see remarks	Private membership initiation fee=\$350
BELL ISLE	6'	See Note	☑	○	☑			○	○	☑	○	○	☑	\$4.60/yr	Dry/floating; Wet/fixed
JOY'S MARINA	6'	Fixed	☑	☑	☑	☑	○	☑	☑		☑	☑	☑	\$115/mo/ft.rate	Slips primarily for brokerage; leased slips
CUSTOM'S HOUSE	12'	Fixed	☑	○	☑	☑	○	○	☑	☑	☑	☑	☑	\$4.73/mo	Metered electric/water
DANDY HAVEN	7'	Fixed		○			○					○		\$4.00/mo	
YORK COUNTY-WMSBG MARINAS															
WORMLEY CREEK	6'	Fixed	○	○	☑	☑	○	○	☑	☑	○	○	☑	\$3.75/yr	
YORK RIVER YACHT HAVEN	8'	Both	○	○	○	○	○	○	○	☑	○	○	☑	\$6.16-\$6.50/yr	Slip fees by slip length not boat length and varies
JAMES RIVER	15'	Fixed	○	○		○		○		○	○	○	○	\$4.20/yr	Metered electric/water
KINGS MILL	7'	Fixed	○	○		○	○	○	○	○	○		○	\$18.75/yr	Property owners only
SOUTH SIDE MARINAS															
WILLOUGHBY HARBOR	9'	Both	☑	○	○	☑	○	○	☑	☑	☑	☑	☑	\$3.00/yr \$8.33/mo	
TAYLORS LANDING	10'	Floating	○	○	○	○	○	○	☑	○	○	○	☑	\$6.90/yr	Metered electric/water
LYNNHAVEN														\$7.50-\$10.50	Price structure based on
BAY POINTE	12'	Floating	☑	○	○	○	○	☑	☑	☑	☑	☑	☑	(in canal area)	annual lease/ quarterly

2003 Pricing Survey

Program: Marina

PROS AND CONS FOR SLIP FEE INCREASE

PROS

1. REVENUE INCREASE OF \$22K IF RAISED TO \$4.50 PF/PY
2. REVENUE INCREASE OF \$44.5K IF RAISED TO \$5 PFR/PY

CONS

1. *Potential to affect occupancy rates of new slips at a time when we need to get them filled.*
2. The marina is currently making money at status quo.
3. Economic Climate
4. We are currently within regulated price structure

FACTORS FOR CONSIDERATION

1. Coast Guard Proposal banning recreational boating in Hampton Roads, if country moves to FPCON DELTA. Restricted area would start at entrance of Chesapeake Bay and extend to James River and Back River.
2. Postpone rate increase until October 2003. By then, majority of boat movement would be done for the summer. Slip renters would be less likely to pull out in October because: a) hurricane months; b) less likely to move over the winter months. In the meantime we can fill slips during prime boat season.
3. Restaurant when opened, will bring in additional \$1200 per month revenue. (\$15K/yr)

RECOMMENDATION:

**INCREASE SLIP FEE AS FOLLOWS IN OCTOBER 03: ANNUAL LEASE: \$5.00 PER FOOT/PER MONTH
MONTHLY LEASE: \$5.50 PER FOOT/PER MONTH**

2003 Pricing Survey

Program: Equipment Rental

Old Price	Langley	Ft. Eustis	NEW Prices
Daily			
\$2.50	None	None	\$3.00
\$45.00	None	None	\$50.00
\$17.00	\$30.00	None	\$20.00
\$20.00 Frame	\$45.00	\$75.00 Frame	\$25.00
\$45.00	\$65.00	\$40.00	\$50.00
\$85.00	None	None	\$90.00
\$42.00	\$60.00	\$60.00	\$45.00
\$8.00	None	None	\$10.00
\$3.00	\$6.00	\$4.00	\$4.00
\$1.00	\$1.00	0.5	\$1.50
\$30.00	None	\$35.00	\$35.00
\$20.00	\$25.00	\$20.00	\$25.00
\$2.50	None	None	\$3.00
\$3.50	\$7.50	None	\$4.00
\$4.50	None	None	\$5.00
\$14.00	\$15.00	None	\$14.50
\$55.00	\$60.00	\$50.00	\$60.00
\$21.00	\$15.00	None	\$22.00
\$35.00	\$50.00	None	\$37.00
\$27.00	\$25.00	\$20.00	\$30.00
\$8.00	\$15.00	\$10.00	\$10.00
\$8.00	\$15.00	\$10.00	\$10.00
\$12.00	None	None	\$23.00
NEW	None	None	\$15.00
\$10.00/hour		\$90.00 full day/War	\$12.00/hour

2003 Pricing Survey

Program:

POOLS

+ Yes

- No

	Features						FEES						
	Food Service On Site	Beach Access	Rest Rooms	Equipment & Furnishings	Close Parking	Accessibility	DAILY PASS	INDIVIDUAL PASS	FAMILY PASS	ANNUAL PASS		SEASON PASS	
										IND	FAM	IND	FAM
Current FM Indoor Pool	-	-	+	+	+	+	\$2	\$17	\$25	\$190	\$280		
Current FM Outdoor Pool (Includes Indoor Pool Use)	+	+	+	+	+	+	\$2	\$17	\$25	N/A	N/A		
Military Competitors													
Ft. Eustis Aquatic Center	+	+	+	+	-	+	\$4	\$35	\$45	\$200	\$300		
Commercial Competitors													
Hampton YMCA	-	-	+	+	+	+	N/A	\$40	\$59				
Sentara	-	-	+	+	+	+	\$8	\$56	\$98				
Riverside(pool only)	-	-	+	+	+	+	\$9	\$45	\$79				
Midtown Aquatics	-	-	+	+	+	+	\$5			\$145	\$240		
Recommended FM Indoor Pool	-	-	+	+	+	+	\$3	\$20	\$30	\$180	\$270	N/A	N/A
Recommended FM Outdoor Pool (Includes Indoor Pool Use)	+	+	+	+	+	+	\$4	\$40	\$60	N/A	N/A	\$100	\$150

*Sentara Family is \$98 per Couple and \$20 ea for additional children

*Riverside Family includes Mom,Dad and one child. There is a \$19 fee per additional child

FORT MONROE

April 2003 Special:

Individual Summer Season Pool Pass - \$75

Family Summer Season Pool Pass - \$125

Indoor Punch Passes:

10 Punches - \$25

20 Punches - \$45

30 Punches - \$60

Outdoor Punch Passes:

10 Punches - \$35

20 Punches - \$65

30 Punches - \$90

2003 Pricing Survey

Program:

Bowling Center

Line Items					
	Open Day Rate	Open Night Rate	League rate	Cosmic Bowling	Remarks
Fort Monroe Current Price	\$1.60	\$2.00	\$1.90	\$8.00	
Military Competitors					
Langley Bowling Center	\$1.50/\$2.00	\$2.25	\$2.00	Sun \$10 Tue \$5 Fri \$8	
Ft. Eustis	\$1.50	\$2.75	\$10.00 (3)	\$2.75 (Game)	
Norfolk Naval	\$1.75	\$2.00	\$1.75	\$2.50 (Game)	
Commercial Competitors					
Century Lanes	\$1.50	\$2.50	\$7.00 (3)	No Cosmic (Moonlight) \$7	
Spare Times	\$2.50	Sun-Thur	\$3.00	Wed \$10 Fri \$14	
Classic Lanes	\$2.25	\$3.25	\$8.50 (3)	\$12.00	
Fort Monroe - Recommended Price		\$2.25	\$2.00		

2003 Pricing Survey

Program:

Bowling Center Snack Bar

	Line Items																						Remarks
	Hamburger	Cheeseburger	Hot Dog	Chili Dog	BQ	Chicken Fillet	Grilled Cheese	Tuna Sandwich	Chicken Salad	5" Pizza	10" Pizza	BLT	Club Sandwich	Chili	Soup	French Fries	Onion Rings	Chef Salad	Nacho Chips	Soft Drinks	Coffee	Hot Cocoa	
Fort Monroe Current Price	\$2.25	\$2.40	\$1.25	\$1.60	\$2.50	\$2.50	\$1.25	\$1.75	\$1.75	\$2.50	\$5.00	\$2.00	\$3.50	1.50/\$2.00	\$1.25/\$2.00	\$1.25	\$1.25	\$3.75	\$2.00	.70/\$1.50	.40/.55/.75	\$0.50	Soft Drink Refills
Military Competitors																							
Langley Bowling Center	#####	\$2.75	\$1.10	\$1.55	\$2.60	\$2.75	\$1.05	\$3.40	\$2.90	\$2.60	\$7.35	\$2.30	N/A	1.65/2.25	\$1.75	\$1.45	\$1.95	\$4.75	\$2.00	\$1/\$1.25/\$1.50	.65/.95	.95/1.25	No Soft Drink Refills
FT. Eustis	#####	\$2.20	\$1.75	\$2.25	\$2.50	\$2.50	\$1.65	\$2.50	\$2.50	N/A	N/A	\$2.50	\$4.25	\$1.75	\$1.75	\$1.50	\$1.60	\$3.75	\$2.50	.90/\$1.50	\$0.80	\$0.80	No Soft Drink Refills
Commercial Competitors																							
Century Lanes	#####	\$2.10	\$1.25	\$1.85	\$2.50	\$2.15	\$1.25	\$1.75	N/A	\$3.85	\$4.90	\$1.85	\$4.15	N/A	N/A	.95/\$1.75	.90/1.60	N/A	\$2.65	.65/.90/1.20	.65/.85	.65/.85	No Soft Drink Refills
Spare Times	#####	\$2.80	\$1.50	\$2.10	\$2.75	\$3.50	\$1.50	\$2.95	\$2.95	\$3.25	N/A	\$2.25	\$4.50	N/A	N/A	1.25/2.10	N/A	\$4.75	\$2.75	1.25/1.50/1.75	.95/1.05	\$0.85	No Soft Drink Refills
Classic Lanes	#####	\$2.75	\$2.25	\$2.75	\$3.50	\$3.75	\$2.15	N/A	N/A	\$3.50	\$6.50	\$2.75	\$3.75	2.25/3.25	2.25/3.25	1.75/2.25	N/A	\$4.95	\$2.95	1.65/1.90	.75/1.00	\$1.25	No Soft Drink Refills
Fort Monroe - Recommended Price				\$1.75				\$2.00	\$2.00			\$2.25	\$3.75			\$1.50	\$1.50	\$4.00	\$2.25	.90/\$2.00		\$0.75	

2007 Pricing Survey

Program: RV Storage

+ Yes

- No

Features								
	Paved	Non-paved	15' and below	15' to 30'	30' to 50'	Accessibility	Price	Remarks
Fort Monroe - Current	*	*	none	114	49	Comb	\$30 under 25' \$1.50/ft over 25'	Depending on size of vehicle(s)
Military Competitors								
Fort Eustis	*		none	108	none	Comb	\$25.00	
Langley AFB	*	*	100	80	80	Card	\$20.00	6 month payment due in advance
Commercial Competitors								
Hampton Boat & RV Storage		*				Facility Hours	\$35 or \$2.00/ft	All space are 50'
Bell Isle		*				Unlimited	\$65.00	Trailerred boats only
Hart Storage							\$50 or \$2.15.ft	
Fort Monroe - Recommended							\$30 under 25' \$1.50/ft over 25'	Effective 2 Jan 2007

2003 Pricing Survey

Program:

RV Travel Park

Line Items									
	30 amp	50 amp	paved sites	Water	Sewage	Bath House	Dump Station	Price per night	Remarks
Fort Monroe Current Price	13 Sites	None	Yes	Yes	Yes	Yes	Yes	\$17.00	Limit stay to 30 days
Military Competitors									
Langley/ Big Bethel	20 sites	None	Yes	Yes	No	Yes	Yes	\$12.00	No limited stay
Fort Eustis	No	9 Sites	Yes	Yes	Yes	Yes	Yes	\$10.00	No limited stay
Little Creek/ Amphib Base	34 Sites	11 Sites	Yes	Yes	Yes	Yes	Yes	\$18.00	Limit stay to 2 months
Fort Story	None	24 Sites	Gravel	Yes	No	Yes	Yes	\$16.00	No limited stay
Commercial Competitors									
Newport News Park	144 Sties	44 Sties	Yes	Yes	No	Yes	Yes	\$18.81	Limit stay to 30 days
Fort Monroe Recommended Price								\$17.00	Limit stay to 30 days